

Philip Morris USA

Performance Summary

SUMMARY POINTS MONDAY, SEPTEMBER 12, 1994

Campbell
Staff mtg
Monday 9/12/94
2045874075

- PM-USA and Marlboro Shipment, Nielsen, Consumer Tracking consistent and at or near record levels.
- Most Performance Benchmarks Favorable Except:
 - OPB, Basic SOC: All Outlets and Nielsen C-stores
 - Basic SOC Favorable in shipments
 - B&H share
 - \$ Pack Gaps: Doral Pricing Pulling Lowest Discount Below Benchmarks
- Lower than norm competitive shipments correspond with holiday purchase patterns.
 - RJR Discount above norm.

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